



Michigan State Parks and Recreation Areas

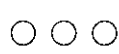


Ron Olson, Chief
Recreation Division
Department of Natural Resources
and Environment



What We Do...

- Serve Michigan residents and non-resident tourists by providing affordable outdoor recreation experiences
- Generate lifelong memories
- Preserve a 91-year legacy of the Michigan State Park system
- Preserve and enhance public access to Michigan's lakes and rivers
- Preserve and protect the unique cultural, historical and natural resources found in the state parks

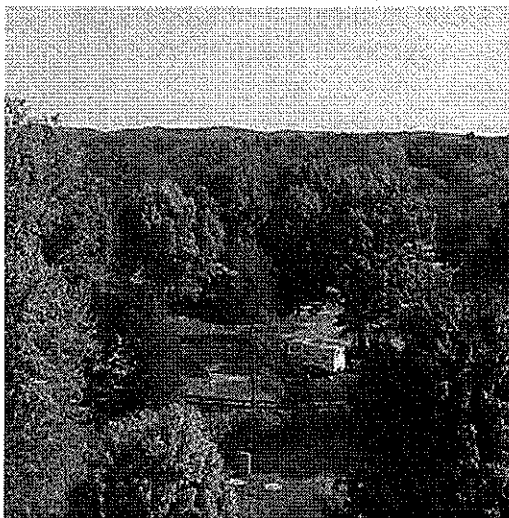


Why We Do It...

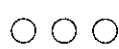
- Great states have great state parks
- To preserve and enhance the quality of life in Michigan
 - attractive to businesses
- To partner with other recreation providers to boost tourism in Michigan
- To provide convenient access to recreation opportunities for Michigan citizens
 - all citizens are within a 1 hour drive of a state park



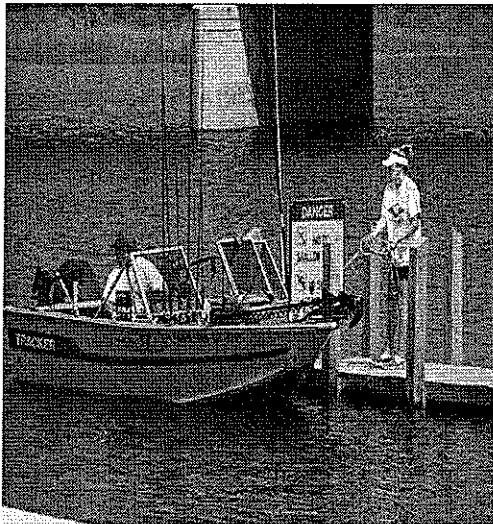
Who We Are...Parks



- 98 parks and recreation areas
- 285,150 acres
- 14,173 campsites
- 437 miles of non-motorized trails, which includes 5 state park linear trails
- 22 million visitors annually



Who We Are...Boating



- o Michigan is in the top four (4) states in the nation in boating
- o 1,100 developed public launch sites
- o 850 operated by the Recreation Division
- o 17 State Harbors of Refuge
- o 63 Grant-in-Aid Harbors
- o Harbor partners complete the Harbors of Refuge necklace around the Great Lakes



How We Are Funded...

(Source: FY2010 data)

- o No general fund taxpayer dollars
- o \$63 million budget
 - Annual boating operating budget of \$15 million
 - Annual parks and recreation operating budget of \$48 million
- o Funding Sources
 - 54% - User Fees (camping, park entry, concessions)
 - 21% - Michigan Natural Resources Trust Fund
 - 24% - Michigan State Waterways Fund
 - o Gas tax
 - o Boat registrations
 - o Slip fees



Compared to Other States...

(Source NASPD report FY2010, based on FY2009 data)

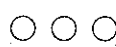
Michigan is:

- 2nd in campground revenue generation
- 2nd in the number of campers (California #1)
- 10th in overall visitation
- 32nd in the number of full-time employees
- 47th in total capital infrastructure expenditures
- Last in state tax funding support (zero)
- Spending \$2.11 per visitor to provide services, 43% below the national average of \$3.70 per visitor



Economic Impact...

- State Park operations (camping/day use) contribute \$650 million annually to local economies
- Each dollar spent to provide recreation opportunities in parks returns \$13 to local economies
- In 2010, out-of-state residents represented 30% of daily entry permit sales and 10% of annual permit sales



Priorities for 2011...

- "GO-Get Outdoors" programming featuring over 500 special events statewide
- "Outdoor Fun 101" classes/events designed to introduce a variety of outdoor activities to new users, including kids, adults and families
- A new hospitality training program for staff and volunteers
- Marketing the 17 state harbors
- Strengthen partnership with Department of State and Pure Michigan for sale of Recreation Passports and the promotion of on-line vehicle registrations



Partner Programs...Corporate

- Over 200 businesses statewide participate in the "Passport Perks" program
- Merrill Shoes (Michigan-based)
 - sponsoring the Outdoor Fun 101 series of programs
- Gander Mountain
 - sponsors the "First-Time Camper" program
- Coca Cola
 - assisting with funding for Milliken State Park in Detroit
- Macy's Department Stores
 - provides funding for urban outreach transportation needs
- Government Solutions Group
 - sponsored over 300,000 "Welcome Kits" for park visitors
- Odwella Juice Company
 - Provided over \$40,000 for the purchase of trees to replace ash trees devastated by emerald ash borer

○○○ | Partner Programs...Others

- Local Park and Recreation Agencies
 - brought their programs to state parks as part of an urban outreach initiative
- Over 40 park "Friends Groups"
 - Assistance with volunteers and special project funding
- Over 550 local libraries
 - "Park and Read" program
- Non-Profits such as Boys and Girls Clubs, urban churches in Flint/Saginaw
 - partners in the urban outreach initiative

○○○ | Partner Programs...Others

- W.K. Kellogg Foundation
 - grants for 7 universal access demonstration projects
- Michigan United Conservation Clubs
 - partnering to provide youth camp experiences
- Michigan Department of Corrections
 - "Prison Grow" program to provide native plant materials
 - partnered to construct state park camper cabins
- Stewardship Volunteers
 - Over 4,000 hours of volunteer stewardship time was utilized to leverage federal grant dollars to support stewardship efforts statewide



Innovations...

- Chief's Challenge Program
 - encourages staff innovation by providing "seed" funding to develop new initiatives attractive to new users
- Energy Challenge
 - provides dollars for "green" initiatives that will save energy in the future with a 5-year ROI or less
- Alternative Lodging
 - broadens the scope of overnight stay opportunities to appeal to non-campers (yurts, lodges, cabins)
- Camper Storage
 - an innovative gas-saving program begun in 2008 that encourages campers to leave their trailers at parks between park visits at no charge. This popular initiative received national attention when it was first announced.

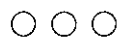


What is the Recreation Passport?



- Beginning October 1, 2010, the Recreation Passport is your \$10 ticket (\$5 for motorcycles) to state parks, boat launches and outdoor adventures
- Provides funding for park infrastructure/operations, forest recreation, cultural/historic restoration and a grant program for local park and recreation entities
- Replaces state park and boat launch stickers
 - Was \$24 annual and \$6 daily
 - Non-Residents still must purchase daily (\$8) or annual (\$29) for park/BAS entry





Why the Recreation Passport?

The state parks currently list over \$300 million in infrastructure repair/replacement needs

Ludington S.P. Visitor Center



Craig Lake S.P.



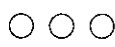
Funding for infrastructure repairs has been less than \$2 million/year for the past 7 years



Where did the Recreation Passport concept originate?

- o The Citizen's Committee for Michigan State Parks developed the concept from a Montana model and submitted the idea to the Legislature
- o A series of 4 bills were introduced in a bi-partisan, bi-cameral approach and the Governor signed the bills into law on April 1, 2010
- o The program was launched by the Department of State through the Secretary of State vehicle registration program on October 1, 2010





How it works in Michigan

Check "YES" on license plate renewal form and mail in

Michigan License Plate Renewal Notice

907900 300600 4AEF30 3 614AEF303 01825 8

Plate: 4AEF30 Expires: 05/31/2010 County of Appearance: WAYNE Registration (Passport check one)
 Year: 2002 Make: FORD Body Style: FOUR DOOR Please let them know you're from Michigan
 Vehicle No.: 1YAF53U22A255556 Fee Cat or Wt: 19 YES: ☒ NO: ☐ NO, Thank You
 Owner's Driver's License: P-123-456-789-052 A27 0990 D0320716 A27 0990 D0320716 0000 1000074

JONN Q. PUBLIC
 2569 KATEO PARK DR APT 4A
 WESTLAND MI 48185

License Fee: 72.00 License Fee: 59.00
 With Recreation With Recreation
 Passport: 49.00 Passport: 59.00

Check if moved after 05/31/2010 ☐

Save time - renew online! www.michigan.gov/sos If you move, you must change your address at a Secretary of State branch office or complete the form online at www.michigan.gov/sos. If you do not own this vehicle, notify the seller.

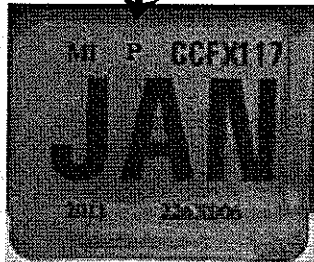
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Purchase on Secretary of State website and in branch offices, or on-line at www.michigan.gov/sos



How it works in Michigan

License plate tab and registration will indicate Passport has been purchased



**MICHIGAN REGISTRATION
RECREATION PASSPORT**

Terri Lynn Land
Secretary of State

Plate: ABC123 Expires: 03/19/2011

1998 CADILLAC 2 DOOR

Vehicle No.: 1GAB23Y5WX123987

Fee Cat. or Wt.: 38

G-452-452-542-542

County: EATON

PAULINE MAY ANDERSON

123 MAPLE ST

ST JOHNS MI 48879

License Fee: 169.00*

*10.00 - WHP 0.00 SERV FEE 149.00 PLATE FEE 10.00 PARK FEE

02122010 X202 123 W02188 016900



How is the Recreation Passport program going?

- The sales percentage increased each month in the first three months of the program
- Sales of the Recreation Passport exceeded 20% participation rate in December, 2010
- Public awareness of the change and the program benefits is crucial for continued success
- The launch and promotion of the "Passport Perks" program will broaden the appeal of the Recreation Passport to non-users



Our goal

50% participation would mean:

- Statewide park and forest campground improvements
- \$2.3 million for community recreation grants
- Local economic benefit of increased tourism for communities with parks





Say "Yes" to the Recreation Passport



For more information about the Recreation Passport, visit www.michigan.gov/recreationpassport or call 517-241-7275



Thank You!



For more information about Michigan state parks, recreation areas, or boating facilities, visit www.michigan.gov/stateparks, or www.michigan.gov/boating.

